

Michael F. Easley
Governor



State of North Carolina Office of the Governor

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GOV. EASLEY ANNOUNCES \$130,000 IN TOURISM MARKETING GRANTS

RALEIGH — Gov. Mike Easley announced today nearly \$130,000 in matching fund grants for 35 tourism-related initiatives across the state. The grants, ranging from \$700 to \$6,700, are matched by local funds with grant amounts based on the project and on the county's economic ranking.

"This grant program encourages communities across the state to develop and promote tourism in their area," Easley said. "Tourism is one of North Carolina's largest industries, with visitors spending \$12.6 billion last year and generating over 183,000 jobs. These local projects are just one reason North Carolina remains the sixth most visited state in the country."

The Division of Tourism, Film and Sports Development in the N.C. Department of Commerce coordinates the matching fund grants program annually, which is designed to help promote tourism destinations throughout the state. Eligible applicants include destination marketing organizations, local government agencies and non-profit organizations with a tourism focus.

Grants awarded for 2004 include:

- **Caswell County** -- \$3,000 – Grant will help produce a bicycle touring map and brochure.
- **Columbus County Tourism Bureau** -- \$4,300 – Grant will finance Columbus County Tourism website marketing.
- **The Conservation Fund** (Tyrrell County) -- \$6,000 – Funds will promote *Visit Tyrrell County*.
- **East Carolina Wildfowl Guild** (Beaufort County) -- \$2,200 – Grant will fund the N.C. Decoy Carving Championships and Wildfowl Festival.
- **Elizabeth City Area Chamber of Commerce** (Pasquotank County) -- \$900 – Grant will fund cable media advertising.
- **Goldsboro Travel and Tourism Advisory Council** (Wayne County) -- \$2,700 – Grant will help to develop the Greater Goldsboro electronic press kit.
- **Graham County Travel and Tourism Authority** -- \$6,700 – Grant will promote day-trip travel promotion.
- **Historic Bath Foundation, Inc.** (Beaufort County) -- \$2,500 – Grant will fund Historic Bath Tricentennial publicity.
- **I-95 Corridor Association** (Wilson County) -- \$2,500 - Grant will be used for the I-95 Corridor Association Cooperative Marketing Plan.

(more)

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